

BUILDING A

HEALTHY

North Dakota

What is **Healthy North Dakota ?**

Healthy North Dakota is ...

a framework supporting North Dakotans in their efforts to make healthy choices by focusing on wellness and prevention – in schools, workplaces, senior centers, homes and anywhere people live, work and play.

What is **Healthy North Dakota ?**

Healthy North Dakota is ...

a statewide initiative focusing on improving
the health of every North Dakotan.



Why **Healthy North Dakota ?**

Focusing on prevention and wellness will result in a healthier population, lower healthcare costs and improved quality of life for all North Dakotans.

Why Healthy North Dakota ?



North Dakotans
deserve it!

Healthy North Dakota

A brief history

- November 2001: Dr. Terry Dwelle named state health officer
- December 2001: The University of North Dakota, the Governor's Office and the state health department begin preliminary discussions

Healthy North Dakota

A brief history

- January 2002: Governor John Hoeven announces new public health initiative

Healthy North Dakota

“Today, I am announcing a new public health initiative for our state, *Healthy North Dakota* ...



“... and I am challenging each school child, each businessperson, each senior citizen to take control of his or her life – to exercise more, to eat a healthy diet, to examine their use of tobacco and alcohol ...

“These must be individual choices, but we can provide the support structure, education and encouragement to each North Dakotan who wants to adopt a healthier lifestyle. Knowing North Dakotans, I have no doubt that they will meet the challenge.”

-- Gov. John Hoeven
State-of-the-State Address
January 2002



Healthy North Dakota

A brief history

- February - April 2002: *Healthy North Dakota* executive committee formed; meetings held to discuss possible initiatives

Healthy North Dakota Executive Committee

University of North Dakota:

- **Charles Kupchella**, Ph.D., president
- **Elizabeth Nichols**, D.N.S., dean, College of Nursing
- **Mary Wakefield**, Ph.D., director, Center for Rural Health
- **H. David Wilson**, M.D., dean, School of Medicine and Health Science
- **James D. Brosseau**, M.D., director, Office of Community Medicine

Healthy North Dakota Executive Committee

North Dakota Department of Health:

- **Terry Dwelle**, M.D., state health officer
- **John Joyce**, M.D., state medical officer
- **Arvy J. Smith**, deputy state health officer

Healthy North Dakota Executive Committee

Governor's Office:

- **Duane E. Houdek, J.D.**, policy advisor

Blue Cross/Blue Shield of North Dakota:

- **Jon R. Rice, M.D.**, medical director

Healthy North Dakota

A brief history

- May 2002: Executive committee begins working on plans for summit
- July 2002: Press conference announcing summit held at UND; Gov. Hoeven invites North Dakotans to “Walk for Health”
- August 22-23, 2002: *Healthy North Dakota* Summit held in Bismarck

Healthy North Dakota Summit



More than 130 people from more than 75 agencies/organizations met to define wellness and identify priorities for North Dakota.



Healthy North Dakota Summit

The input received will serve as the framework for a statewide, comprehensive wellness plan implemented at the local level by public- and private-sector partners.

Healthy North Dakota Priority Areas

- Identified based on input from summit participants and other interested individuals
- Can change based on interest of other stakeholders and as new priorities develop
- Developed as a grassroots effort – involving anyone who is interested in participating

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Priority Areas

- September 2002 – *Healthy North Dakota* priority areas aligned with national Healthy People 2010 goals and objectives

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Priority Areas

- Tobacco use
- Substance abuse
- Healthy weight - nutrition
- Healthy weight - physical activity
- Mental health
- Health disparities
- Worksite wellness
- Community engagement
- Third-party payers/insurance

Healthy North Dakota Priority Areas

Tobacco Use:

- Reduce tobacco use by youth
- Reduce tobacco use by adults

Healthy North Dakota Priority Areas

Substance Abuse:

- Reduce substance abuse by youth
- Reduce substance abuse by adults

Healthy North Dakota

Priority Areas

Healthy Weight – Nutrition:

- Improve the school nutrition environment
- Increase North Dakotans' intake of fruits and vegetables
- Increase the number of mothers who breastfeed their babies

Healthy North Dakota Priority Areas

Healthy Weight – Physical Activity:

- Increase physical activity in youth
- Increase physical activity in adults

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Priority Areas

Mental Health:

- Increase adult screening, assessment and referral/treatment of mental health disorders
- Increase youth screening, assessment and referral/treatment of mental health disorders

Healthy North Dakota Priority Areas

Health Disparities:

- Reduce health disparities

Healthy North Dakota Priority Areas

Worksite Wellness:

- Increase the number of businesses with worksite wellness programs

Healthy North Dakota Priority Areas

Community Engagement:

- Increase communities' levels of engagement

Healthy North Dakota Priority Areas

Third-Party Payers/Insurance:

- Increase the role of third-party payers in prevention and health promotion

Healthy North Dakota

A brief history

- October 2002: Department of Health organizational structure aligned to support *Healthy North Dakota*
- October 2002: Liaisons identified for *Healthy North Dakota* committees
- November 2002: Committees formed to address priority areas; committee chairs identified

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Liaisons to the Department of Health

Tobacco Use – Kathleen Mangskau

Substance Abuse/Mental Health – Karen Larson

Healthy Weight/Nutrition – Karen Oby

Healthy Weight/Physical Activity – Melissa Olson, Jill Leppert

Health Disparities – Sherri Parsons

Worksite Wellness – Kelly Carlson

Community Engagement – Stephen Pickard, M.D.

Third-Party Payers/Insurance – Arvy Smith, Kathy Moum



Healthy North Dakota

The future is bright

2003 and beyond:

Healthy North Dakota committees and subcommittees identify priorities and strategies to build a *Healthy North Dakota*.

Healthy North Dakota

What's the end result?



A Healthy North Dakota!